

## References

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## SPRING WATER IN KHARKIV REGION: EXPLORING THE SUBJECT

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Fresh water shortage makes scientists investigate various alternative sources of water supply in recent years. Spring water is an alternative of non-centralised source of drinking and technical water supply. Besides, due to the availability and low-cost maintenance, spring water is considered as one of the most interesting and perspective research issues from economic and technological points of view.

Kharkiv region has significant resources of spring water. A review of papers and publications has shown that several authors give a list of major springs, their quantitative characteristics, water discharge, spatial accessibility, chemical tests of the water [1, 2]. Some researchers focus on certain popular groundwater outflows used by local population [3]. The most attended springs with a high discharge are monitored for chemical composition and seasonal variations. Small amount of papers deals with springs inventory and classification according to current norms for drinking water [4].

Along with that, the hydrogeological characteristic of springs water has been studied insufficiently, in particular, connection to water bearing strata, recharge conditions, vulnerability and probability of their impacts on water quality. Special attention is given to seasonal dynamics of spring discharges and chemical composition of the water.

The review of the subject exploring proves the availability of a certain amount of data accumulated, but this information is not systematized. Development of databases and GIS for spring water supply is a very perspective directions of investigations as this will allow to form a hierarchic and systematic structure of the data as well as to visualize them.

It should be noted there is a short list of publications on springs water supply and their quality in rural areas. This fact can be explained by the prevalence of other sources of drinking water, i.e. artesian wells and private shallow wells.

Data collection and systematization is a perspective way of spring groundwater research. Databases and GIS should be the outcomes of these activities, which will allow to facilitate the analysis of existing materials as well as their interpretation and introduction of new materials. Besides, the important task of the research is to study the geological settings and connection of spring waters to water bearing strata or complexes. The geological characteristic enables revealing areas of unequipped outflow of spring water by application of remote

sensing and digital modelling methods. Using the data received it is possible to plan field trips to perspective sites for mathematic models verification. These activities will help to identify the priorities for further research.

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## ELECTRONIC BUSINESS IN THE INTERNET AND ITS DEVELOPMENT IN UKRAINE

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After entering XXI the century, humanity simply did not step over temporary threshold, but it left to completely new development stage. We live in the post-industrial, information society, where information becomes the main value. Because of the development of computer and communication line technologies appeared the new form of economic activity – electronic business. For the beginning, it would be desirable to most accurately describe this concept.

Electronic business – this is the activity, which uses global information networks for conducting the commercial activity. Electronic business is the generalized concept. To it all forms of interrelations between the participants in the market, who use different digital technologies, for example, carry: sale of goods and services, aid and the information support of buyers, marketing market researches, the presence of new and the improvement of old connections.

Electronic marketing is the complex of the measures of traditional marketing with the application of different electronic means. It occupies important place in conducting of electronic business. Electronic marketing has many unique advantages, namely: this form of marketing can envelop large audience not only at the local level, but also throughout the world, which under the conditions of globalization gives a good push for the advance of goods and services. Furthermore, electronic marketing is considered as the relatively inexpensive that